

Project Planner

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Thank you for considering Pixelfanatix for your project.

Kindly complete this Project Planner so we can determine if the unique aspects of your project align with our capabilities and availability and to help us with project planning and pricing. We realize it's quite a bit to ask of you up front, but those that go on to become Pixelfanatix clients often tell us it's a worthwhile exercise.

When you're finished, save the document as {organization name}.doc (replacing {organization name} with the name of your particular organization), and email the document to <mailto:projects@pixelfanatix.com>. Please allow up to 5 days for a response but we will try to confirm receipt of this document within 12 hrs.

Marzena Kmiecik (Calace)
eStrategist, CEO (Find me on linkedin)
pixelfanatix.com
projects@pixelfanatix.com
800.790.5313

Who are you?

Your name:

- [First and last name](#)

Your title:

- [Answer here.](#)

Organization name:

- [Answer here.](#)

Where do you work? (not necessarily where your organization is, where YOU are):

- [Answer here.](#)

Email address:

- [Answer here.](#)

Business phone including area and/or country code:

- [Answer here.](#)

Time zone:

- [Answer here.](#)

Responding to inquiries generally takes up to 10 day, this gives us time to review your needs, estimate

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time and costs, do initial market research. If you need us to move more quickly than that, please indicate below:

- I'm in a rush and I need an estimate and Proposal from you within 3-5 business days. I'm prepared: I have a fixed budget for this project, brief, sitemap, requirement document and am ready to start!
- I'm in a rush and I need an estimate and/or Proposal from you within 24-48 hours. Bill me a rush fee of \$250.
- Take the normal amount of time and help me gather the information I need to provide. (7 days).

Background information

How did you hear about us? (check all that apply):

- I found you on a social networking site.
 - LinkedIn
 - Facebook
 - Twitter
 - Other
- I am a BIZCULUM.com member
- I was referred by a friend or colleague
- [Write their name here](#)
- I know someone at Pixelfanatix
- I found you from a search engine (google etc)
- I never knew of Pixelfanatix before now
- Other?
- [Answer here.](#)

Are you familiar with the concept of web standards?

- Yes
- Kind of
- No

Have you been through a website redesign effort before?

- Yes
- No
- If you answered yes, how long ago?
- [Answer here.](#)
- If you answered yes, what role did you play?
- [Answer here.](#)

A few more details about your organization

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What does your organization do? Why does it matter?

- [Answer here.](#)

Check the box(es) that best describes your organization, this gives us an idea of your internal structure:

- Fortune 500 corporation
- Nonprofit organization
- Educational institution
- Startup
- Small business (less than 50 employees)
- Just an individual with a site/idea

Where is your organization located?

- [City/state/country](#)

How many people does your organization employ?

- [Answer here.](#)

How many people would be involved in this project at your organization?

- [Answer here.](#)

List name(s) of individual(s) who will be making approval decisions through out the process, their title/ expertise, contact info.

- [Answer here.](#)

Is your organization receptive to working with vendors/partners remotely (understanding at certain points face-to-face meetings may be necessary)?

- [Answer here.](#)

About your project

Is this a redesign of an existing site, or a new site altogether?

- Redesign
- New site
- Advertising / Marketing
- What is the site's URL?
- <http://www.yoursiteaddress.com>
- When was the last time the site was redesigned?
- [Answer here.](#)

Describe the concept, project or service this site is intended to provide or promote.

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- [Answer here.](#)

What type of advertising or marketing has been done for this site so far?

- [Answer here.](#)

What are some of the fundamental issues you're trying to improve or business problems you're trying to solve with a site redesign? Or, if this is a new site, what's its purpose?

- [Answer here.](#)

What sites do you consider competitors? Please comment on their strengths and/or weaknesses.

- [Answer here.](#)

Aside from competitors, are there any sites you consider best-of-breed? (Could be completely outside of your business or industry)

- [Answer here.](#)

What differentiates your site or idea from the competition?

- [Answer here.](#)

Who on your end will guide this project to completion?

- [Answer here.](#)

Who will be responsible for maintaining the site after launch?

- [Answer here.](#)

About your audience

To the best of your ability, describe the primary and secondary users of your site.

- [Answer here.](#)

What known needs are they bringing to your website? (Examples include: Curiosity about or passionate interest in subject matter, desire to help a cause/become involved, business need requiring software solution.)

- [Answer here.](#)

Into what general demographic or user groups do they fall? (Examples of user groups, on an educational site, might include parents, teachers, students, donors, and alumni.)

- [Answer here.](#)

For the purposes of this new site or redesign, which of these groups are most important?

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- [Answer here.](#)

What primary action should a primary user take when visiting your site? (Examples include: registering for an account, subscribing to a newsletter, making a donation, reading editorial content, referring a friend.)

- [Answer here.](#)

What user needs does your existing site fulfill?

- [Answer here.](#)

What needs aren't being met? Where does the site fall short?

- [Answer here.](#)

Has your site undergone formal or informal usability testing?

- Yes
- No
- If you answered 'Yes', please describe the methods (examples include formal lab testing, informal guerilla testing, paper prototypes, low-fi clickable prototypes) and the findings you observed.
- [Answer here.](#)

Why else do you seek a redesign or marketing?

- [Answer here.](#)

About your brand

Describe in as few sentences or words as possible the feelings you wish your site to evoke, and the brand attributes you want it to convey. (Sample feelings might include: warmth, friendliness, reassurance, comfort, or excitement. Sample brand attributes might include: caring, honesty, humor, professionalism, intelligence, technological savvy, sophistication, reliability, and trustworthiness.)

- [Answer here.](#)

Using adjectives and short phrases, describe the site's desired look and feel. ("Easy to look at, edgy, classic, up-to-date, crisp, modern, traditional, understated," etc.)

- [Answer here.](#)

Do you have a visual identity established, or is that something you need designed or evolved?

- [Answer here.](#)

Features and scope

Does your plan include community or social features, such as user profiles, commenting, RSS feeds, forums, sharing, friend lists, rating/voting, user-generated content, etc.?

- [Answer here.](#)

Does your plan include media-intensive components such as video, audio, podcasts and other rich media? Explain in detail.

- [Answer here.](#)

Do you need Pixelfanatix to design a business strategy based on your services or products and business plan, that would target specific business goals, sales initiatives? Explain in detail.

- [Answer here.](#)

Do you need Pixelfanatix to design a custom creative strategy, application or technology, targeting users or a niche beyond a standard site design, look and feel and user experience? Examples: Interactive (Flash) driven experience, animations, games, social media (blogs, plugins, applets, social networking tools, templates, social networking custom landing pages, sweepstakes, wizards, modules, iphone apps, multimedia CD-ROMs, Power Point Presentations, calculators etc.

- [Answer here.](#)

Is your current site powered by a content management system or publishing platform?

- Yes
- No
- If you answered 'Yes', which CMS or platform are you using?
- [Answer here.](#)
- If you answered 'Yes', what do you like/dislike about it?
- [Answer here.](#)

Are you looking for the redesigned/new site to be powered by a content management system or publishing platform?

- Yes
- No

If you answered 'Yes', do you have an idea of what solution you're considering, or are you looking for us to provide recommendations?

- [Answer here.](#)

Are there any third-party integration points we need to know about (interfaces to a CRM, e-commerce, mapping solution, social site or other use of a third party API?)

- [Answer here](#)

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Do you need e-commerce (online store)?

- Yes
- e-commerce exists and should be implemented into the new site
- No

What are the estimated number of pages for your site?

- [Answer here](#)

Would you prefer to complete this project in a single pass or split it up into phases (each requiring separate budgets)?

- [Answer here](#)

Have you already created the site copy?

- All of it
- Some of it
- None of it
- If you answered 'Some of it' or 'None of it', do you have a plan for tackling this effort? Do you need help establishing styles, devising a content strategy, or actually writing copy?
- [Answer here.](#)

Will media be included or is ready to be included in the site? (video, photos, podcasts, graphics etc)

- Yes
- No

If you answered No, when do you think you will have it ready or do you need help?

- [Answer here](#)

Design technology

Describe any technological requirements you haven't mentioned in this Planner.

- [Answer here.](#)

To deliver the best experience to the most users and to build pages that will last, we use modern standards-based methods. As a result, our sites may not look exactly the same in an old, non-compliant browser like Internet Explorer 6 as they do in newer browsers like Firefox, Safari, and Internet Explorer 7 and 8.

- My site has to look and work exactly the same way in older as it does in newer browsers.
- I understand that the site may not look as good or work as well in an outdated browsers.

Hosting and DNS details

Do you need hosting?

- Yes
- Current site is being hosted. Let's evaluate options that best fit the needs of the new site.
- No

Hosting company name:

- [Answer here.](#)

Which plan do you have? Monthly price?

- [Answer here.](#)

If you would like us to evaluate current set up please provide FTP/ login info:

- [Answer here.](#)

e-Marketing

Do you have plans to promote and market the site.

- Yes
- No

If you answer No, please be advised that marketing is a crucial part of successful launch of a site. We strongly advise all of our clients to set aside a monthly budget for Search Engine Marketing (SEM). The best approach to increase exposure, sales, traffic and awareness is a combination of free and paid online initiatives, without this step, users will not be able to easily find your website on the web.

Pixelfanatix provides clients with customized marketing campaigns, handled by a senior marketing director assigned to each account who creates ads, builds keywords, helps clients with outbound and inbound link building, monitors and adjusts the campaign to build the most effective strategy within the client's budget. We also provide monthly summaries of the results so clients know exactly where their money has been spent.

- Do you need a custom marketing campaign now or in the future?
- Yes, custom marketing campaign is necessary at site launch, lets discuss details
- Marketing campaign will be implemented in the future, let's discuss at a later date
- No

If this is a redesign, what have you done in the past to promote and market current website. Tell us briefly about your marketing initiatives, campaigns, media buys, directories, Search Engines, sites you used to market and your previous/current monthly/yearly budget.

- [Answer here.](#)

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What is your current budget for marketing the site. What do you wish to accomplish with this budget? What are your expectations? Are you targeting specific niche?

- [Answer here.](#)

Looking for specific marketing solutions not entire campaign? Select below

- PPC (Pay Per Click) and Search Engine Marketing
- Landing pages and solutions to target specific niche
- Ads, banners to target users
- Keywords, SEO-friendly site copy, downloadable material (white papers, power point files etc)
- media (Flash banners, podcasts, video)
- Affiliate Program strategy or 3rd party implementation
- other
- If you selected other, please specify below
- [Answer here.](#)

Offline design or marketing

Do you have an offline marketing campaign currently in place? Do you need one?

- Yes I do and do not need additional services
- No I don't and do not need additional services or will need them at a later date.
- No I don't but do need consultation and offline strategy.
- other
- [Answer here.](#)
- What is your current offline budget and how is it allocated?
- [Answer here.](#)

Can you provide Pixelfanatix with copies of all offline branding, marketing and sales material to ensure online solutions are consistent with existing material.

Time and money

If you're working within a time frame, or have been given a mandatory launch date, list it here. If the project will/may launch in phases, list proposed milestones and dates.

- [Answer here.](#)

Please tell us your budget for this project.

Note: Sharing a realistic assessment of what you have to spend on this effort will help us scope the engagement appropriately and choose the right technology or solution. While disclosing your budget might not be something you typically do, sharing this information with us now will greatly reduce the likelihood of both sides spending significant time and resources "shooting in the dark." There is a \$300 flat fee covering time to gather detailed estimates and full project assessments, \$500 if you need us to

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work with you on specifications and requirements. This fee gets waved upon contract signing.

- [Answer here.](#)

Thanks!

- We know this is a lot to ask right now, but it is a big, big help.

Again, please save the document as {organization name}.doc (replacing {organization name} with the name of your particular organization), and email the document to projects@pixelfanatix.com. Please allow up to 5 days for a response unless agreed differently on the phone.